

I CLAIM:

1) A purchase recommendation method for items by a user, comprising the steps of:

- a) providing predetermined selections of items for purchase;
- b) correlating said predetermined selections of items according to a
5 weighted attribute scale;
- c) receiving selected attributes of preference from the user;
- d) determining a match between said correlated predetermined selections of
items and said received selected attributes of preference from the user;
and
- e) presenting said determined match to the user for purchase.

10 2) A purchase recommendation method for items by a user as recited in Claim 1

further comprising the steps of:

- f) receiving a rejection of said presented determined match by the user; and
- 15 g) presenting a subsequent determined match to the user for purchase.

- 3) A purchase recommendation method for items by a user comprising the steps:
- a) providing an event group comprising selected events derived from the user;
 - 5 b) determining selected recommendations via a preference mapping engine;
 - c) deriving an event group score from preferences received from the user;
 - d) organizing said determined selected recommendations according to said event group score; and
 - e) presenting selected said organized event group to the user for purchase.

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- 4) A purchase recommendation method for items by a user as recited in Claim 3 wherein said event group consists of at least one event derived from the user.

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- 5) A purchase recommendation method for items by a user as recited in Claim 3 wherein said preference mapping engine consists of the steps:
- f) providing a catalog of selected event attributes stored on a database;
 - g) deriving selected event preferences from the user;
 - h) comparing selected event attributes and selected event preferences; and
 - i) deriving a preference map from said derived selected event preferences from the user and said stored selected event attributes.

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- 6) A purchase recommendation method for items by a user as recited in Claim 5
wherein said preference map consists of the steps:
- 5 j) determining a relevance score denoting selected event attributes;
- 10 k) determining a prominence score denoting relative prominence of the
selected event attributes;
- 15 l) deriving an attribute score, said attribute score defining a quantitative
relationship of said relevance score and said prominence score of said
selected event attributes stored on said database; and
- 20 m) adding said attribute score to said event group score.
- 7) A purchase recommendation method for items by a user recited in Claim 6
wherein said quantitative relationship is the product of said prominence score and
said attribute score.
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- 8) A purchase recommendation method for items by a user as recited in Claim 3
wherein said events selected from the group consisting of musical concerts,
theatrical productions, opera productions and ballet productions.

- 9) A purchase recommendation method for items by a user as recited in Claim 3
wherein said organized selected recommendations are sorted from the highest said
event group score to the lowest said event group score.
- 5 10) A purchase recommendation method for items by a user as recited in Claim 3
further comprising the step of accepting for purchase said selected organized
event group by the user.
- 11) A purchase recommendation method for items by a user as recited in Claim 3
10 further comprising the step of rejecting said selected organized event group by the
user.
- 12) A purchase recommendation method for items by a user as recited in Claim 11
wherein the step of rejecting said selected organized event group by the user
15 consists of the steps:
- a) presenting a next in sequence of said organized event group to the user;
 - b) accepting for purchase said next in sequence said organized event group
by the user; and
 - c) terminating the recommendation presentation by the user.

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- 13) A purchase recommendation method for items by a user as recited in Claim 11
wherein the step of rejecting said selected organized event group by the user
consists of the steps:
- 5 d) presenting said selected organized event group to the user;
e) accepting for purchase said selected organized event group by the user;
and
f) terminating the recommendation presentation by the user.